

Message Text

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PAGE 01 ASUNCI 00001 071952Z

61

ACTION ARA-10

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E.O. 11652: N/A

TAGS: BBSR, PA

SUBJ: WTDR - LA MERCANTIL GUARANI S.A.

REF: USDOC 18027

1. ADDRESS: EVENIDA EUSEBIO AYALA 463, ASUNCION,
PARAGUAY. TELEX: 917PY PARA FONE 20875. PHONE:
20875. OFFICER: CARIN DAHER, DIRECTOR-MANAGER.

2. MEDIUM SIZE FIRM ESTABLISHED 1930. EMPLOYS 6
OF WHICH 4 ARE FLOOR SALES PEOPLE, 2 VISITING
SALESMEN AND 1 ACCOUNTANT. ACTS AS IMPORTER,

WHOLESALE, DISTRIBUTOR AND RETAILER OF IRON AND
STEEL PRODUCTS, MISCELLANEOUS PAPERS, WORK AND LEISURE
CLOTHING, BURLAP BAGS, TEXTILES, FOODSTUFFS, CIGARETTES,
WHISKIES.

3. FINANCIAL REFERENCES: BANK OF AMERICAN NT AND SA,
CASILLA 1321; BANCO EXTERIOR S.A., CASILLA 824,
BANCO DE LONDRES Y AMERICA DELBESUD LTDO., CASILLA
696; ALL OF ASUNCION. PARAGUAY. TRADE
REFERENCES: GEORGIA FABRICS INC., 369
BROADWAY, NEW YORK, NY 10013.

4. NO FOREIGN FIRMS REPRESENTED.

5. DOMINGO DAHER, WHO WAS BORN IN SYRIA, CAME
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TO PARAGUAY IN 1924. HE STARTED BUSINESS IN THE

RBORT OF VILLETA, NEAR ASUNCION, ESTABLISHING A
GENERAL GOODS STORE. THE FIRM PROSPERED AND IN
1947 HE MOVED TO ASUNCION WHERE HE ORGANIZED LA
MERCANTIL GUARANI S.A., A FAMILY-TYPE CORPORATION.
DOMINGO DAHER IS NOW SEMI-RETIRED. THE BUSINESS
IS MANAGED BY HIS TWO SONS, CARIN AND EMILIO
DAHER ASSISTED BY THEIR SISTER CARMEN DAHER. THE
DAHERS ARE HARDWORKING AND CAPABLE BUSINESS PEOPLE.
IN THE COURSE OF THE YEARS THEY HAVE ACCUMULATED A
SIZEABLE FORTUNE IN REAL ESTATE AND, IN 1971,
THEY ACQUIRED THE THIRD LARGEST TEXTILE MILL IN
PARAGUAY. SUBJECT FIRM OPERATES FROM ITS OWN
OLD FASHIONED BUT ADEQUATE PREMISES IN AN ACTIVE
BUSINESS STREET NOT DISTANT FROM DOWNTOWN ASUNCION.
THE DAHER'S BUSINESS AND CREDIT RECORD HAS BEEN AND
IS VERY GOOD. THEY MAY BE CONSIDERED A SUITABLE
TRADE CONTACT FOR U.S. FIRMS.

6. JANUARY 1976.
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